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PATENT  
Attorney Docket No.: A-70646/RMA

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Ranka, et al.

Serial No.: 10/017,074

Filed: December 7, 2001

For: METHOD ALGORITHM, AND  
COMPUTER PROGRAM FOR  
TARGETING MESSAGES INCLUDING  
ADVERTISEMENTS IN AN  
INTERACTIVE MEASURABLE  
MEDIUM

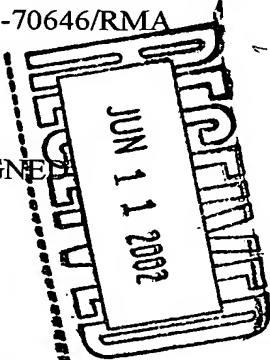
Examiner: NOT YET ASSIGNED

Group Art Unit: 2163

CERTIFICATE OF MAILING

I hereby certify that this correspondence, including listed  
enclosures, is being deposited with the United States Postal  
Service as First Class Mail in an envelope addressed to: Assistant  
Commissioner for Patents, Washington, DC 20231 on:  
Dated: March 29, 2002

Signed:   
Victoria Christopher



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Technology Center 2100  
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APR 29 2002  
GROUP 3600

**TRANSMITTAL OF SUPPLEMENTAL  
DECLARATION FOR PATENT APPLICATION AND  
REQUEST FOR CORRECTED FILING RECEIPT**

Assistant Commissioner for Patents  
Washington, DC 20231

Sir:

Enclosed is a Supplemental Declaration for Patent Application to be filed in the above-identified patent application. The original Declaration filed with the patent application did not include the priority information.

Appended hereto is a copy of the Corrected Official Filing Receipt with the correction indicated in red ink:

Under "Domestic Priority data as claimed by applicant" insert

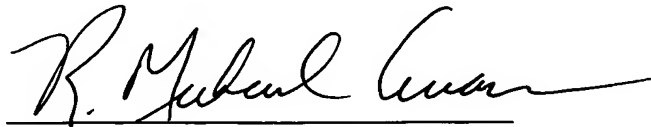
--THIS APPLN CLAIMS BENEFIT OF 60/255,949 12/15/2000--.

Our check for \$25.00 is enclosed herewith.

Although Applicant does not believe any additional fees are required, the Assistant Commissioner is authorized to charge any such fees which may be required, including extension fees, or credit any overpayment to Deposit Account No. 06-1300 (Our File A-70646/RMA).

Respectfully submitted,

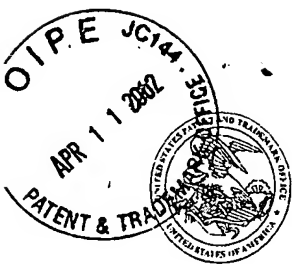
FLEHR HOHBACH TEST  
ALBRITTON & HERBERT LLP



R. Michael Ananian, Reg. No. 35,050

Repln. Ref: 04/18/2002 STEUNEL1 0007194600  
DAH:061300 Name/Number:10017074  
FC: 704 \$25.00 CR

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## UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
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WASHINGTON, D.C. 20231  
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APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO.	DRAWINGS	TOT CLAIMS	IND CLAIMS
10/017,074	12/07/2001	2163	1057	A- 70646/RMA	6	73	8

CONFIRMATION NO. 6239

## FILING RECEIPT



\*OC000000007300956\*

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ALBRITTON & HERBERT, LLP  
Suite 3400  
Four Embarcadero Center  
San Francisco, CA 94111

Date Mailed: 01/14/2002

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Customer Service Center. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

## Applicant(s)

Sanjay Ranka, Cupertino, CA;  
E. Diane Chang, Mountain View, CA;  
Daniel Veiner, Mountain View, CA;

## Assignment For Published Patent Application

PARAMARK, INC.;

## Domestic Priority data as claimed by applicant

60/255,949 12/15/2000

## Foreign Applications

If Required, Foreign Filing License Granted 01/11/2002

Projected Publication Date: Request for Non-Publication Acknowledged

Non-Publication Request: Yes

Early Publication Request: No

\*\* SMALL ENTITY \*\*

Title

Method, algorithm, and computer program for targeting messages including advertisements in an interactive measurable medium

**Preliminary Class**

705

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Title 35, United States Code, Section 184  
Title 37, Code of Federal Regulations, 5.11 & 5.15**

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CONFIRMATION NO. 6239



Bib Data Sheet

<b>SERIAL NUMBER</b> 10/017,074	<b>FILING DATE</b> 12/07/2001 <b>RULE</b>	<b>CLASS</b> 705	<b>GROUP ART UNIT</b> 3622	<b>ATTORNEY DOCKET NO.</b> A-70646/RMA
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**APPLICANTS**

Sanjay Ranka, Cupertino, CA;  
E. Diane Chang, Mountain View, CA;  
Daniel Veiner, Mountain View, CA;

**\*\* CONTINUING DATA \*\*\*\*\***

THIS APPLN CLAIMS BENEFIT OF 60/255,949 12/15/2000

**\*\* FOREIGN APPLICATIONS \*\*\*\*\*****RECEIVED**

APR 29 2002

**GROUP 3600**

IF REQUIRED, FOREIGN FILING LICENSE GRANTED \*\* SMALL ENTITY \*\*

\*\* 01/11/2002

Foreign Priority claimed <input type="checkbox"/> yes <input type="checkbox"/> no	<b>STATE OR COUNTRY</b> CA	<b>SHEETS DRAWING</b> 6	<b>TOTAL CLAIMS</b> 73	<b>INDEPENDENT CLAIMS</b> 8
35 USC 119 (a-d) conditions met <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after Allowance				
Verified and Acknowledged Examiner's Signature _____ Initials _____				

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**TITLE**

Method, algorithm, and computer program for targeting messages including advertisements in an interactive measurable medium

<b>FILING FEE RECEIVED</b> 1057	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:	<input type="checkbox"/> All Fees
		<input type="checkbox"/> 1.16 Fees ( Filing )
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